Finding and Building Community with the Xbox Ambassadors

Community NerdyBirdy Jun 28, 2022

As human beings, we are innately social creatures, with even the most introverted of us still needing the warmth and validation of human connection. But forming new relationships or finding a new community isn't always easy, especially if you're in a new area or starting a new phase in life. Fortunately, for many gamers, gaming offers ample opportunities for building community and finding relationships.

In fact, many gamers commonly cite community and friendships as one of the most prominent reasons people play games. Much of this is because gaming is uniquely positioned for community building.

First, gaming is inherently fun. Whenever you're sharing good times with people, it's much easier to make friends. Gaming can be a great icebreaker. People often find it easier to relax and connect with others after activities like planning missions in *Sea of Thieves* or building towards a common goal in *Minecraft*.

Second, gaming still provides a sense of distance that can be comforting and reassuring. Many gamers like that they can game without someone knowing what they look like or making judgments about them based solely on aspects like their appearance or voice. The ability to control how much or how little you'd like to share about yourself can provide a sense of security.

And then thirdly, because gaming communities are digital, they can be carried with you in a way that a physical community can't. You can still game with your friends even after changing cities for a new job or moving across

the country to be closer to your family. There’s no need to rebuild your circle of gaming friends each time you experience a life change.

Building Communities with the Xbox Ambassadors

As a program centered on making gaming a more inclusive space for all gamers, the Xbox Ambassadors understand the incredible importance that positive communities have within gaming. We strive to create communities that are available to all and seek to empower gamers to find belonging regardless of race, gender, age, location, or physical condition.

For Ambassador CerebralPaul, the Xbox Ambassador program provided a non-judgmental space that allowed him to game while being himself. It also helped him form lasting bonds and friendships within the gaming community. “Communities can bring together people from all over the world and different walks of life. In the case of the Ambassadors program it’s console gaming that initially links us. We often find lifelong friends through relationships that started online through this program or communities like it.”

He’s found that gaming is an excellent way for him to stay in touch with a community as an adult. “I just try to go above and beyond as much as I can. All my life I’ve been involved with communities, and I continue to do that. As I became an adult, this is my way of being able to do that.”

And for Ambassador SecretAsian29, the Xbox Ambassador program helped her find a safe inclusive space within the larger gaming community. She described the Xbox Ambassador program as a place that “members have a safe space to geek-out and be themselves. Countless lifelong relationships

have developed from connections made in various programs and communities.”

She also credits the Xbox Ambassadors program with helping her understand the impact that gamers can have in fostering positive and compassionate communities. “Until 2018, I would never speak in party chat unless I personally knew everyone. Why? Because I didn’t want anyone to know that I was a girl. I had so many bad experiences that I believed I’d have a better time if I didn’t say anything at all. It was this community that supported me and gave me the courage to speak up.”

As Xbox Ambassadors, we know that when everyone plays, we all win. This applies not just to the games we play but to the communities we form. When every gamer has a place to feel accepted, appreciated, and empowered, then everyone wins.